

## CLAIMS

1. A method for providing information to a user accessing a World Wide Web site, comprising:
  - serving an advertisement associated with a first World Wide Web site, wherein said advertisement has an associated selectable option that is displayed when said advertisement is displayed, further wherein said selectable option has an associated information delivery process;
  - receiving an indication of a selection of said selectable option associated with said advertisement; and
  - providing information associated with said advertisement via said information delivery process.
2. The method of claim 1, wherein said advertisement has at least one subject matter topic associated with it and said information is directed at least in part to said subject matter topic.
3. The method of claim 1, further comprising:
  - receiving an indication of personal information used during said providing information associated with said advertisement via said information delivery process.
4. The method of claim 1, where said providing information associated with said advertisement via said information delivery process includes at least one of the following:
  - redirecting a browser to a second World Wide Web site containing said information;
  - providing a hyperlink to a second World Wide Web site, wherein said second World Wide Web site contains said information;
  - emailing said information;
  - providing an indication that said information will be provided in an email message;
  - serving said information as part of a new advertisement associated with said first World Wide Web site;
  - serving said information as part of said first World Wide Web site;

13                    facsimileing said information; and  
14                    mailing said information to a postal address.

1     5.        The method of claim 1, wherein said indication of a selection of said selectable option  
2     associated with said advertisement is received from a user accessing said first World Wide Web  
3     site and further comprising:  
4                    determining personal information associated with said user.

1     6.        The method of claim 5, further comprising:  
2                    providing at least a portion of said personal information associated with said user  
3     to a third party.

1     7.        The method of claim 5, wherein said information delivery process is based at least in part  
2     on said personal information.

1     8.        The method of claim 5, wherein said personal information includes at least one of the  
2     following:  
3                    an email address;  
4                    a postal address;  
5                    an age;  
6                    a telephone number;  
7                    a facsimile number;  
8                    a user preference;  
9                    a credit card number; and  
10                  a user identifier.

1     9.        The method of claim 5, wherein said determining personal information associated with  
2     said user includes:  
3                    receiving an indication of said personal information associated with said user.

1     10.      The method of claim 1, further comprising:  
2                    providing an indication of said selection of said selectable option to a third party.

1 11. The method of claim 1, wherein said information associated with said advertisement  
2 includes a notice that additional information will be provided by a third party.

1 12. The method of claim 1, wherein said information associated with said advertisement  
2 includes a request for consent to receive additional information.

1 13. The method of claim 11, further comprising:  
2 receiving an indication of a consent to receive said additional information.

1 14. The method of claim 11, further comprising:  
2 providing said additional information.

1 15. The method of claim 11, further comprising:  
2 providing a notice that said additional information will be provided by a third  
3 party.

1 16. The method of claim 11, wherein said information associated with said advertisement  
2 includes a request for consent to receive additional information and a notice that said additional  
3 information will be provided by a third party.

1 17. A method for providing information to a user accessing a World Wide Web site,  
2 comprising:  
3 serving a displayable item associated with a World Wide Web site, wherein said  
4 displayable item has at least two associated selectable options and each of said two  
5 selectable options has an associated information delivery process;  
6 receiving an indication of a selected one of said at least two selectable options;  
7 and  
8 providing information associated with said displayable item via said information  
9 delivery process associated with said selected one of said at least two selectable options.

1 18. The method of claim 17, wherein each of said at least two associated selectable options  
2 has a different information delivery process associated with it.

1 19. The method of claim 17, wherein said displayable item includes an advertisement.

1 20. The method of claim 17, wherein said displayable item includes at least one of the  
2 following:

- 3 an image;
- 4 a hyperlink associated with at least one of said two selectable options;
- 5 a banner;
- 6 a button; and
- 7 a badge.

1 21. A method for facilitating delivery of third party information to a visitor of a World Wide  
2 Web site, comprising:

- 3 displaying a displayable item on a World Wide Web site, wherein said
- 4 displayable item is associated with a third party and has an associated selectable option,
- 5 further wherein said selectable option has an associated information delivery process;
- 6 receiving an indication of a selection of said selectable option associated with said
- 7 displayable item; and
- 8 providing an indication of said selection to said third party.

1 22. The method of claim 21, further comprising:

- 2 providing an indication of said information delivery process to said third party.

1 23. The method of claim 21, further comprising:

- 2 providing contact information to said third party for use in said information
- 3 delivery process.

1 24. The method of claim 23, wherein said contact information includes at least one of the  
2 following:

- 3 an email address;
- 4 a postal address;
- 5 a telephone number;
- 6 a facsimile number;
- 7 a user preference;
- 8 a credit card number; and

9 a user identifier.

1 25. A method for facilitating information transfer to a user accessing a World Wide Web site,  
2 comprising:

3 displaying a displayable item associated with a first World Wide Web site,  
4 wherein said displayable item has an associated selectable option, further wherein said  
5 selectable option has an associated information delivery process;  
6 receiving an indication of a selection of said selectable option associated with said  
7 displayable item; and  
8 providing an indication of said selection to a second World Wide Web site.

1 26. A system for providing information, comprising:

2 means for distributing an advertisement associated with a World Wide Web site,  
3 wherein said advertisement has an associated selectable option that is displayed when  
4 said advertisement is displayed, further wherein said selectable option has an associated  
5 information delivery process;

6 means for detecting an indication of a selection of said selectable option  
7 associated with said advertisement; and

8 means for transmitting information associated with said advertisement via said  
9 information delivery process.

1 27. An article of manufacture, comprising:

2 computer program means for distributing a displayable item associated with a  
3 World Wide Web site, wherein said displayable item has at least two associated  
4 selectable options and each of said two selectable options has an associated information  
5 delivery process;

6 computer program means for detecting an indication of a selected one of said at  
7 least two selectable options; and

8 computer program means for transmitting information associated with said  
9 displayable item via said information delivery process associated with said selected one  
10 of said at least two selectable options.